

PRESS RELEASE

Enova's sustainable, cost-effective technology keeps Middle East leisure attractions cool in summertime

Firm delivers more efficient safety, cooling and energy management solutions in the Gulf and North Africa, in line with its 'Sustaining Your Growth' directive

Dubai, UAE, 31 May, 2017: Enova, the regional leader in integrated energy and multi-technical services, is keeping the Middle East's top leisure and entertainment attractions chilled and cost-effective as temperatures soar.

Meeting the energy efficiency and facilities management needs of more than 30 leisure and entertainment customers in the region, its clients include Wahoo! Waterpark Bahrain, SEGA Republic, Magic Planet and multiplex chains VOX and Reel Cinemas, as well as indoor ski attractions Ski Dubai and Ski Egypt, ensuring they manage energy and cooling more efficiently than comparable attractions.

"Customer service and satisfaction are hallmarks of Enova's approach to business. The peak season for the region's leisure sector is summertime, and Enova is focused on enabling our customers across the Middle East to deliver the safest and healthiest environments in the most sustainable way," said Anne Le Guennec, CEO of Enova.

Le Guennec added: "From new attractions such as Ski Egypt to established favourites such as Dubai Mall Ice Rink, as well as cinemas, aquariums and indoor theme parks, we are delivering industry best practice in sustainable energy management and onsite safety. This facilitates the continued growth of the Middle East's leisure destinations as both the public and private sectors invest in entertainment as part of wider tourism strategies."

Enova has identified sustainability and health & safety as two of the most critical factors to the sector's success in the region. The company's commitment to sustainable growth, in line with its recent directive, includes advising entertainment providers on how to optimise the health & safety aspects of their assets in searing climates and improve operational efficiency while cutting energy costs.

A [report by PwC¹](#) – The UAE's Transformation into a World-class Leisure & Entertainment Destination – highlighted the critical demand for creative solutions to help leisure attractions to open year-round and thus optimise yields. Creative solutions such as air-conditioned indoor queuing zones will help the country attract an estimated 30 million visitors by 2021, it revealed.

[During a visit to Dubai in February²](#), Andreas Andersen, the first vice chairman of the IAAPA (International Association of Amusement Parks and Attractions), said sustainability was vital to the long-term success of the Middle East's leisure industry.

Enova's most recent regional success story in the sector is Ski Egypt, which is benefiting from the company's decade-long expertise in maintaining energy efficiency at Ski Dubai. Ski Egypt, the only indoor ski destination in Africa, is cooled to a consistent -2 degrees and has the capacity to create fresh powder all day using indoor snow guns. Special airlocks and cooling processes reduce energy consumption.

Le Guennec added: "Enova has more than 10 years of experience in cooling and maintaining indoor leisure attractions, and is focusing on optimising the region's growing number of indoor theme parks through innovation and expertise. We agree with the industry's thought leaders that safety and sustainability are vital to long-term success, and continue to share our know-how with the Middle East's leisure & entertainment vision."

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Notes to Editor

1 - <http://www.pwc.com/m1/en/publications/l-and-e-insights.pdf>

2 - <http://www.imagesretailme.com/2017/03/15/latest-news/middle-east-amusement-industry-set-grow/>

About Enova

Enova is the regional leader in integrated energy and multi-technical services, delivering comprehensive services to its clients. It provides performance-based Facilities & Energy Management solutions that help customers achieve their financial, operational, and environmental targets. With over 2,000 highly trained and multi-skilled employees, Enova serves a wide portfolio of clients in the public, residential, commercial, industrial and healthcare sectors across the region.

Enova was created in 2002 as a joint venture between Majid Al Futtaim Ventures and Veolia. Majid Al Futtaim Ventures is the growth engine responsible for developing new businesses that complement and reinforce Majid Al Futtaim's leadership in shopping malls, communities, retail and leisure. Veolia is a global leader in optimized resource management, designing and providing water, waste, and energy management solutions that contribute to the sustainable development of communities and industries.

www.enova-me.com

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About Veolia Group

Veolia group is the global leader in optimized resource management. With over 163 000 employees worldwide, the Group designs and provides water, waste and energy management solutions that contribute to the sustainable development of communities and industries. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and to replenish them.

In 2016, the Veolia group supplied 100 million people with drinking water and 61 million people with wastewater service, produced 54 million megawatt hours of energy and converted 30 million metric tons of waste into new materials and energy. Veolia Environnement (*listed on Paris Euronext: VIE*) recorded consolidated revenue of €24.39 billion in 2016. www.veolia.com

About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 15 international markets, employing more than 35,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 21 shopping malls, 12 hotels and three mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighbourhood centres, and four community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in 38 markets across Middle East, Africa and Asia, and operates a portfolio of more than 175 outlets in 15 countries.

Majid Al Futtaim operates 284 VOX Cinema screens and 30 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai and Ski Egypt, among others. The Company is parent to the consumer finance company 'Najm', a fashion retail business representing international brands such as Abercrombie & Fitch, AllSaints, lululemon athletica, and Crate & Barrel; and a healthcare business that operates City Centre Clinics. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in

optimised environment resource management. The Company also owns the rights to The LEGO Store and American Girl in the Middle East and operates in the food and beverage industry through a partnership with Gourmet Gulf.

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